



City Administrator's Report

October 2010

Dear Reader,

Each month, this report from the City Administrator's Office provides a brief summary and update of major activities, events, projects, and programs that impact the Santa Barbara community. Feel free to share your comments and suggestions with us.

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Key Meetings:

City Council Meetings	Tuesday, October 12, 19, and 26 Tuesday, November 2, 9, 16, and 23 Tuesday, December 7 and 14
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Community Events:

9 th Annual Harbor and Seafood Festival	Saturday, October 9
Halloween	Sunday, October 31
Election Day	Tuesday, November 2
Veteran's Day	Thursday, November 11
Thanksgiving Holiday (City Hall Closed)	Thursday and Friday, November 25 and 26

Flags on State Street:

Community Arts Music Association	October 1 through October 11
Council on Alcoholism and Drug Abuse (Fighting Back)	October 11 through October 22
Domestic Violence Solutions	October 22 through November 1
Veterans Day	November 1 through 22
Unity Shoppe	November 23 through December 6
Holiday Flags and Decorations	December 6 through January 3, 2011

City Administrator

City and Firefighters Agree to Labor Concessions. The City reached a tentative agreement for labor concessions with firefighters. The agreement, equivalent to a 5.5% salary reduction, will provide over \$725,000 in labor cost savings for this fiscal year, with \$635,000 attributed to the City's General Fund. The firefighters have been engaged cooperatively with the City for many months to achieve budget relief, in spite of an existing labor agreement that did not require them to negotiate.

In terms of overall labor concessions, the firefighters join managers, supervisors, and general employees in voluntarily reducing salary and benefits this year to help address the City's projected \$9 million budget shortfall. City negotiators are hopeful that an agreement can be reached with the Police Officers Association and Police Management Association. The City and the Police Officers Association will continue mediation next week to discuss salary and benefit concessions.

City Staff Hear Lessons Learned in Gulf Oil Spill. On October 7, Coast Guard Captain Roger Laferriere met with City staff and partner emergency response agencies to discuss his recent experiences managing the Gulf Oil Spill incident and present lessons learned. Emergency responders discussed the potential risks for an oil spill in Santa Barbara, prevention plans, and how local agencies would support the Coast Guard and the California Department of Fish and Game if a spill occurred in Santa Barbara coastal waters.

Administrative Services

Police Officer – Recruitment. The City has been working diligently with Police Department staff to fill existing Police Officer vacancies through a variety of recruitments. The City is excited to see that 540 applicants have signed up to participate in the next examination process.

Annual Recruitment for Boards and Commissions. The City is currently conducting the annual recruitment for the following Boards and Commissions:

- Access Advisory Committee
- Airport Commission
- Architectural Board of Review
- Arts Advisory Committee
- Central Coast Commission for Senior Citizens
- Civil Service Commission
- Community Development & Human Services Committee
- Community Events & Festivals Committee
- Creeks Advisory Committee
- Historic Landmarks Commission
- Library Board
- Living Wage Advisory Committee
- Measure P Committee
- Mosquito and Vector Management District Board
- Parks and Recreation Commission
- Planning Commission
- Rental Housing Mediation Task Force
- Sign Committee

- Downtown Parking Committee
- Fire & Police Commission
- Fire & Police Pension Commission
- Harbor Commission
- Sister Cities Board
- Transportation and Circulation Committee
- Water Commission

The deadline to submit applications for the recruitment is Monday, October 25, 2010. It is anticipated that the City Council will conduct interviews on Tuesday, November 9, 2010, at 4:00 p.m. (estimated time), Tuesday, November 16, 2010, at 6:00 p.m., and Tuesday, November 23, 2010, at 4:00 p.m. (estimated time). The list of vacancies and application forms are available at www.SantaBarbaraCA.gov or by contacting the City Clerk's Office at 564-5309.

Airport

August Passenger Count Takes A Jump. In August, 75,954 airline passengers flew out of the Santa Barbara Airport, an increase of 5% compared to 72,037 passengers in August 2009. Comparatively, seat capacity dropped 4% month over month. The highest average passenger loads were aboard the *United* flights to Denver (92.2%), *Delta* flights to Salt Lake City (92.1%), and *Horizon Air* flights to Seattle (86.8%).

Airport Emergency Drill. City staff and local response agencies conducted a full scale exercise of the Airport's Emergency Plan took place on October 6 on the airfield adjacent to the main runway. Sixteen local emergency organizations gained practice in a mutual aid response to a simulated major aircraft disaster. The exercise was conducted in compliance with Federal Aviation Administration requirements. The Airport maintains an emergency plan outlining response procedures and agencies that must respond to and manage emergency situations that occur on Airport property. Federal law requires that this plan be tested via a simulated incident every three years.

Community Development Department

East Cabrillo Boulevard Sidewalk Replacement. This year, the Redevelopment Agency budgeted \$600,000 to replace the sidewalks along the ocean side of East Cabrillo Boulevard between Milpas Street and Niños Drive. In September the Historic Landmarks Commission granted final approval for the project design which will include replacement of the concrete sidewalk, upgraded pedestrian amenities, and new plants in the parkway planter consistent with plantings along Cabrillo Boulevard.

Construction plans will go out to bid in the fall with work anticipated to begin in January 2011 and occurring over a two month period. Questions about the project can be directed to Peggy Burbank, Redevelopment Specialist, at 564-5461.

Planning Commission Update. In October, the Planning Commission will hold two meetings:

On Thursday, October 14, the Commission will hold a public hearing on the draft Environmental Impact Report for the Valle Verde Retirement Community Conditional Use Permit Revision (900 Calle de los Amigos); no action will be taken at this hearing. Additionally, the Commission will receive an update on the Highway 101 construction project.

On Thursday, October 21, the Commission will receive a biannual report of the Casa Esperanza homeless shelter (816 Cacique) and conduct a site visit of the Airport Terminal project, which is currently under construction.

Fire Department

High Fire Hazard Vegetation Road Clearance Project. Vegetation clearance in the High Fire Hazard Area is underway and will continue until mid-November. The purpose of vegetation road clearance is to reduce the total amount of vegetation along roadways, enhance evacuation during a wildland fire and allow greater access for fire engines and equipment to respond during a wildfire.

This year we will be clearing 18.3 miles of roads in the Extreme Foothill and Foothill Zone of the high fire hazard area funded by the Wildland Fire Suppression Assessment District. If you have questions related to the project or City property requirements, you can call the Fire Department at 965-5254. Visit the City's website at www.SantaBarbaraCA.gov for a list of roads planned for clearance.

Insurers, Firefighters and Public Officials Showcase Wildfire Disaster Preparation. Officials from the insurance industry, fire agencies, and the California Department of Insurance recently joined forces at the Santa Barbara Firescape Demonstration Garden to show homeowners how guarding against wildfires involves both physical and financial preparation. By creating a defensible space and updating their insurance policy and home inventory, homeowners can survive and speed recovery from such devastating disasters.

Fire experts outlined low-cost fire protection measures and fire-safe landscaping for homes. Insurance experts detailed how to create an effective home inventory that will not only help determine how much insurance to buy, but also provide a roadmap to fire recovery.

Residents of fire zones should be on alert and ready with proper brush clearance, evacuation plans, and home inventories. Although wildfires can happen throughout the year, some of the worst fires in California's history have occurred in October and November as Santa Ana and Sundowner winds can whip even the smallest fire into a conflagration.

Finance Department

Transient Occupancy Tax. Transient Occupancy Tax (TOT), a major General Fund revenue source for the City, is a tax imposed on guests for staying in any hotel, inn, motel, short-term rental property, or other commercial lodging establishment for 30 days or less. July and August TOT both showed positive growth from the prior year. The growth in July was 12.8% compared to last year, and the growth in August was 7.9%. With TOT revenue budgeted at \$11.16 million

for Fiscal Year 2011, year-to-date growth is 10.3%. While encouraging news, collections so far in Fiscal Year 2011 are at levels of Fiscal Year 2007, marking a loss of four years of growth in this important General Fund revenue.

Sales Tax. Sales tax for the quarter that ended on June 30, 2010, was \$4,232,565, an increase of 4% from the prior June quarter. Overall, sales tax for the Fiscal Year 2010 was \$16.7 million, down 4.8%, slightly less than the sales tax received in Fiscal Year 2000. This represents a loss of more than a decade of growth in our second largest General Fund revenue. Sales tax information for the first quarter of Fiscal Year 2011 (the current quarter) will not be released by the State until mid-December.

Library Department

Summer Reading Program. The Santa Barbara Central and Eastside Libraries were bustling this summer. Over 1,400 children signed up and participated in the Library's Summer Reading Program. Thanks to local businesses and the Friends of the Library, children were given incentives for every five books they read. With the help of teen volunteer listeners, children reported on and talked ecstatically about the books they read. Out of the 1,400 participants, 450 children reached a goal of reading 25 books, 494 read 20 books, 530 read 15 books, and the remaining children read at least five books.

At the Central Library, over 140 teens signed up and 114 of those read at least two books. In addition to in-person contact, teens were given the opportunity to review books through the Library's website. Over 90 teens submitted online book reviews.

Teen Program. In September, the Santa Barbara Public Library partnered with *The Princeton Review* to offer free S.A.T. college entrance exam preparation workshops for teens. A Princeton Review test and college admissions expert was on hand to debunk common S.A.T. myths, go through sample problems from all three areas of the S.A.T., and teach students strategies to help raise their scores. Sessions were held at the Central Library and several branch libraries.

Free Creative Writing Workshops. In partnership with *The Connection*, Santa Barbara's only nonprofit creative writing program for young people, the Central Library is hosting ten free creative writing workshops this fall. Weekly workshops are for teens who want to learn how to express themselves creatively through writing. For more information call 564-5608 or visit the Library's website at www.SantaBarbaraCA.gov.

E-Newsletter Debuts. The library has recently begun an e-newsletter, with news about library programs, resources, and services. Recent library card applicants and other patrons who asked to be on the mailing list were included on the initial list of over 2,400 subscribers. It is expected that the newsletter will be published two to three times a month. People can subscribe from the library website or by contacting any branch library.

Volunteers Making a Difference. Library volunteers logged over 4,500 hours of service during the last Fiscal Year. Contributing factors included two new volunteer programs, Computer Coaches and Book Detectives. For the Martin Luther King, Jr. Day volunteer event, the Central Library teamed with the "Give A Day - Get a Disney Day" Program to recruit 186

volunteers working 730 hours, going through library shelves to make sure materials were in order.

Parks and Recreation Department

Annual Afterschool Celebration. The City's Recreation Afterschool Program (RAP) and Afterschool Opportunities for Kids (A-OK) programs will join more than one million Americans in rallying for support of quality afterschool programs on Thursday, October 21st. Fifteen million children, more than a quarter of the nation's children, are alone and unsupervised after school, a key finding from an in-depth study of how America's children spend their afternoons. RAP will host parent play dates at all five school sites (Adams, Monroe, Open Alternative School, Roosevelt and Washington). Staff and students will provide activities, interactive games and invite parents to participate anytime after school until 5:30 p.m.

A-OK will also host a 'Movin and Groovin' evening, including performances by the children who rehearse with Everybody Dance Now and displays by partners such as the Parks and Recreation Department, Police Activities League and Ridley Tree. An enchilada dinner will be served with all of the proceeds benefiting A-OK. These festivities will take place in the Franklin School Auditorium, 1111 East Mason Street, from 5 to 7 p.m.

RAP Students Support American Heart Association. Each RAP site is required to coordinate one special event throughout the school year. Currently, the RAP students and staff at Washington Elementary School are supporting the American Heart Association's Annual Heart Walk on Saturday, October 9th, where the Washington RAP staff, participants, and their family members will celebrate the students' success and willingness to raise money for a community cause. Students are making their own signs/advertising on the Washington campus, preparing healthier snack options as a cooking club, and running their own snack shop on Fridays at school dismissal. All proceeds from the shop will be donated to the American Heart Association. To help out and get involved, come walk with the RAP group or simply make a donation on their team page at sbheartwalk.com. Under "Information" on the left hand side, click "find a team" and search for Santa Barbara Parks and Recreation: Heart Fit, Heart Felt.

West Beach Music Festival a Success. After two appeal hearings, a change in the venue, number of days, and hours of the festival, twelve weeks of intensive pre-planning, numerous weekly meetings, lots of communication and many staff hours reviewing and re-reviewing required plans, the West Beach Music Festival finally took place on September 24th and 25th at the Chase Palm Park Soccer Field. Contrary to the 2009 festival, this year's festival was a success from a City and community standpoint, with few sound, alcohol, security or neighborhood impact problems. Twiin Productions did a good job managing their event and attendees enjoyed 40 musical acts during the two days of summer weather.

The Police Department reported receiving about a dozen complaints for loud music, in comparison to the hundreds of calls received last year. The final tally for enforcement statistics are: three felony arrests, 11 misdemeanor arrests, and 18 citations for infractions.

Over 1,000 Participate in Creek Week. Santa Barbara's 11th Annual Creek Week took place from September 25th through October 3rd, coordinated by the City Creeks Division, County Project Clean Water, the City of Carpinteria, and the City of Goleta. Countywide, over 1,000

community members participated in beach and creek clean-ups at the 26th Annual Coastal Clean-Up Day, collecting more than 2,287 pounds of trash and 1,104 pounds of recyclables at 28 sites!

The Creeks Division and Public Works Department's staff joined COAST and twelve participants for a Walking Wednesdays tour of Mission Creek restoration, fish passage, and flood control projects. In another event, volunteers from Horny Toad Activewear and the Santa Barbara County Youth Corps helped the Creeks Division plant approximately 250 native plants at the Mission Creek Restoration and Fish Passage Project at Oak Park.

The week-long celebration included various creek and beach clean-ups, presentations on efforts to restore the endangered steelhead trout to our local creeks, tours of the Arroyo Hondo Preserve and the Carpinteria Salt Marsh Reserve, and bird walks with the Santa Barbara Audubon Society and the City of Goleta. A closing celebration was held with games and activities hosted by Art From Scrap's Green Schools Program at the Watershed Resource Center.

Police Department

DUI Enforcement Continues. In a four-week period ending September 21st, SBPD officers arrested 41 people for DUI. The details of these arrests were well publicized. Public comment was overwhelmingly positive. Many citizens expressed surprise at the sheer number of arrests.

Homicide on Castillo Street. On September 25th, the body of Samuel Bautista Justo, age 36, was discovered inside his residence at 730 Castillo Street. This case has been ruled a homicide. Anyone with information about the victim is urged to contact detectives at 897-2335.

Public Works Department

Cliff Drive Utility Undergrounding Project Underway. The Cliff Drive Utility Undergrounding Project remains on schedule for completion in the spring of 2011. The Project is located on Cliff Drive from Salida Del Sol to approximately 400 feet west of Mesa Lane, including surrounding streets. The project involves undergrounding all existing overhead wires and facilities that supply electric, communication, or similar services along Cliff Drive.

The first phase of the project is complete with the installation of new underground conduits and other infrastructure. Southern California Edison (SCE) contractor crews are now working in the neighborhood to install underground wiring in the new conduits. This work will continue through the fall of 2010. Verizon and Cox Communications will complete their conversion work this winter through the spring of 2011, prior to the utility poles being completely removed in the final phase of the project. The project is a joint effort of the City of Santa Barbara, SCE, Verizon, and Cox Communications, and is primarily funded from SCE rate-payer fees. For additional information, please contact Underground Utility Neighborhood Coordinator Jim Britsch at 729-4629.

Five Points Roundabout Road Closure. The roundabout at the intersection of East Montecito Street, Salinas Street, Alameda Padre Serra (APS) and Sycamore Canyon Road, commonly known as “Five Points”, will be closed on Saturday, October 9, 2010 for road construction. The construction will replace the road surface and is part of the APS project that has been ongoing since August. The Five Points roundabout is the final component of the project that will receive a slurry seal application to maintain and restore the road surface. Construction will be conducted between the hours of 7 a.m. and 5 p.m. Road closure and detours will be required during construction; however, emergency vehicle access will be maintained at all times.

This project, funded by the American Recovery and Reinvestment Act, will help maintain the City's transportation infrastructure. For the exact location of the project, please visit the Upcoming City Road Maintenance Work Info and Street Map at www.SantaBarbaraCA.gov.

Waterfront Department

Harbor and Seafood Festival. Join us on Saturday, October 9th, from 10 a.m. to 5 p.m. for the 2010 Santa Barbara Harbor and Seafood Festival. The event showcases a variety of regional seafood, live music, cooking demonstrations, maritime education, children's activities, free boat rides, tall-ship tours, a kayak raffle, and more. The festival is presented by the City of Santa Barbara's Waterfront Department, Commercial Fishermen of Santa Barbara, Inc., Santa Barbara Harbor Merchants Association, and the Santa Barbara Maritime Museum. Proceeds from the kayak raffle benefit the Santa Barbara Maritime Museum Education Program. Admission is free. For complete details, visit www.HarborFestival.org.

2010 Parade of Lights – Silver Bells and Winter Swells. The 25th Annual Parade of Lights takes place on Sunday, December 12th. Festivities begin with a Santa's Village event at 3 p.m. on the City Pier. There will be a visit from Santa, and he's bringing ten tons of snow for children to play in, plus holiday music. Distinguished judges, along with thousand of spectators will cheer on 30 to 50 boats decorated to the theme of “Silver Bells and Winter Swells.” A short fireworks display will follow the boat parade, followed in turn by an awards ceremony and after-party catered by The Endless Summer Bar-Café. This year's parade celebrates a quarter-century of Santa Barbara harbor boating tradition in Santa Barbara. Visit www.SantaBarbaraCA.gov for more information.